

Ideas for Action

Creating Smoke-Free Communities



IN PARTNERSHIP WITH



Welcome

Introduction:

Change starts now! You are joining a larger movement that is committed to making a difference in their school community. Every member of your school action team or student group is a leader within your community. Each assembly, presentation, or demonstration spreads important messages about being smoke-free and building a healthier environment for everyone.

Think about the activities your team is planning to do, now think about what other schools are doing. That's a lot of stuff! And it's going on all across the province of Ontario! Are you starting to see the big picture?

Don't have any ideas yet? Not to worry. This Ideas for Action guide provides a collection of activities that can be delivered in your school or community, as well as communication strategies to help you spread the word about what your action team has been doing.

The activities have been adapted from programs tested by other groups. That means that they've already been shown to have an impact on school communities. Each activity is based on research about the tobacco industry and its impact on youth, and many of them have been created 'for youth by youth'.

Before you get started:

Here are a few things to keep in mind while using this guide:

- The suggested activities target the tobacco industry (and specifically, the industry's efforts to target youth), and not smokers.
- 'Big Tobacco' is a term often used to refer to the tobacco industry.
- These activities are suggestions only. Work with your team to decide if this activity is appropriate for your school and community.
- Several organizations offer free tobacco-related pamphlets and posters. Find out what is available in your community, including contacting your local public health unit, or what can be ordered by mail.
- Planning is a very important part of any activity, so allow plenty of time for it leading up to the day of the event.
- If you can think of a better way to do an activity, go for it!
- If you have a completely new idea for an activity and want to try it out, we're leaving a blank template at the end of the guide for your planning.

Planning for Change

To get results, you need to get organized. Having a good plan will help you organize your team. When everyone knows what's happening and what they're doing, it's a whole lot easier to work together and do something that makes a difference.

Planning what you're going to do and how you're going to do it means that you'll connect with the right people in the right ways. Here are some steps you can take to create an action plan:

- What is your goal? (Is it education, awareness, celebrating, recruiting volunteers, etc?)
- What is the main message you're trying to get across? (Have you considered the mood and language you are using based on your audience and message?)
- Who are you trying to engage? (Is it peers, community leaders, parents, teachers, others?)
- What are you actually going to do? (What steps will you take to reach your goal?)
- What do you need? (Which resources do you need, materials, equipment, money, support, etc.?)
- Who are you going to tell? (Are you going to reach out to friends, parents, local newspaper, and/or radio station?)
- How are you going to spread the word? (Will it be a letter to the editor, podcast, assembly?)

In answering these questions, you will have a much better idea of what activity you plan to do and how you plan to do it.

After planning, it's important to:

- Put your plan in action (make it happen)
- Reflect on what you did (what worked really well? Is there something you could change to make it even better next time?)
- Celebrate your successes (you and your team deserve it)!

Start Planning Today!



About Ophea

One stop.
All the tools you need.

Since 1921, Ophea has been helping schools and communities teach our kids a valuable lesson: how to adopt healthy, active and safe habits for life.

Ophea brings teachers, parents, school boards, government, private sector, public health and recreation leaders together through programs, tools and resources designed to make daily physical activity, and healthy living, safe and fun.

Because if our kids grow to be healthy, so will our communities.



Ophea is getting kids moving by providing leaders in schools and communities with tools to foster healthy active living - every day and all year.

Programs and Services

Tested by experts, many of our programs are cross-curricular, apply the concept of integrated learning and are designed to support a healthy schools approach. They're easy, fun, and thanks to the support of our partners and funders, many are offered in English and French for free!

Professional Development

Ophea offers professional learning opportunities that build the knowledge and practical skills needed to incorporate healthy living strategies into your class or program right away!

One thing.
Leads to another.

A strong healthy kid creates a strong healthy community.



Ophea is your one-stop for the resources, tools, training and support services you need to help children and youth succeed.



One place.

Ophea makes it easy to access the latest information and resources related to healthy, active living for children and youth.

Visit us online: ophea.net

Like us on Facebook: [OpheaCanada](https://www.facebook.com/OpheaCanada)
Follow us on Twitter: [@OpheaCanada](https://twitter.com/OpheaCanada)

Sign up for our monthly eConnection newsletter: ophea.net/newsletter

Email us: info@ophea.net
By phone: 416.426.7120
Toll Free: 1.888.446.7432

About YATI

BE.DO.LEAD.
www.youthadvocacy.ca



WHO WE ARE

YATI is a program of the Ontario Lung Association and receives funding from the Ministry of Health and Long-Term Care to provide capacity building in youth tobacco use prevention and cessation as part of the Smoke Free Ontario Strategy.

WHAT WE DO

The Youth Advocacy Training Institute (YATI) is a program that aims to equip youth, young adults, and adults working with youth with the knowledge and skills necessary to prevent and reduce tobacco use, promote health and advocate for positive change in their communities through youth engagement. YATI does this through training programs and partnership projects that support the goal of reaching the lowest smoking rate in Canada.

VOLUNTEER WITH US

Volunteering with YATI includes opportunities to work with others through training, advocating for a healthier Ontario, designing health promotion campaigns, and events with other youth, creating cool youth awareness tools like iPhone apps, website games and videos, keynote speaking opportunities and helping to create new and interactive training workshops. Because of our ongoing projects, we are constantly looking for youth input. If you are interested in becoming a part of YATI's volunteer team or know someone who would, connect with us via the info below!

 yati@on.lung.ca

 1-877-852-9284

 YATIYouthAdvocacy

 @Youth_Advocacy



THE  LUNG ASSOCIATION™
When you can't breathe, nothing else matters.

Healthy Schools, Healthy Communities: How You Can Make a Difference

A Healthy School involves the whole community coming together, to share ideas, plan and take action.

What we're talking about here isn't a one-person show; creating a Healthy School really takes more than just youth and school staff. It takes a community.

There are five important parts to every Healthy School:

- Student Engagement
- School & Classroom Leadership
- Curriculum, Teaching & Learning
- Social & Physical Environments
- Home, School & Community Partnerships

The Healthy Schools approach is about empowering YOU, so you can be heard. Really, healthy living doesn't end with the school day. We have to look at what happens before and after school too.



To get the conversation started, view the Healthy Schools, Healthy Communities: How You Can Make a Difference video at: <http://www.ophea.net/healthy-schools-communities>

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Activities

Art for change

Are you creative and passionate about art?
Use your talents to turn it back on the industry.



Counter the Industry

What is it all about?	Take tobacco advertisements and turn them back on the industry.
Why do it?	Tell the real story behind tobacco industry products.
How do we do it?	<ul style="list-style-type: none">• As a group, spend some time brainstorming catchy messages (what do you want to tell people?).• Design – you can draw posters, use graphic art or even create a collage from existing photos/ads/pictures.• Develop the poster or create several posters.• Ask the school or community centres for permission to hang your poster art.
What else do we need?	<ul style="list-style-type: none">• Poster board• Markers, pencil crayons, paint, and other writing materials• Glue, scissors• Optional: computer, graphics program, printer
How much \$?	\$0
How could we get creative?	<ul style="list-style-type: none">• Take an existing tobacco ad and 'flip it' – you can use the ad to tell the truth!• Make the poster bigger and have people sign it if they agree with your message.• Use the posters as part of a 'Hit the Streets' or 'Big'n' Loud for a Crowd' activity (described later in the guide).• Share your posters via social media.• Challenge others to create their own posters!

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca



Create a Meme

What is it all about?	Create a social commentary by placing captions on pictures to get your point across.
Why do it?	Memes can be a way to mock something and deliver a message. They're short and sweet and can go viral! (Did you know? A "meme" also means an idea or behaviour passed on within a culture, often by imitation. Small but powerful!")
How do we do it?	<ul style="list-style-type: none">• Find/take a photo that you think could catch people's attention (it works best if the picture contradicts what you are trying to say).• Determine the message you want to get across.• Share the meme online via social media.
What else do we need?	<ul style="list-style-type: none">• Poster board• Markers, pencil crayons, paint, and other writing materials• Glue, scissors• Optional: computer, graphics program, printer
How much \$?	\$0
How could we get creative?	<ul style="list-style-type: none">• Challenge others to create their own memes – start a contest!

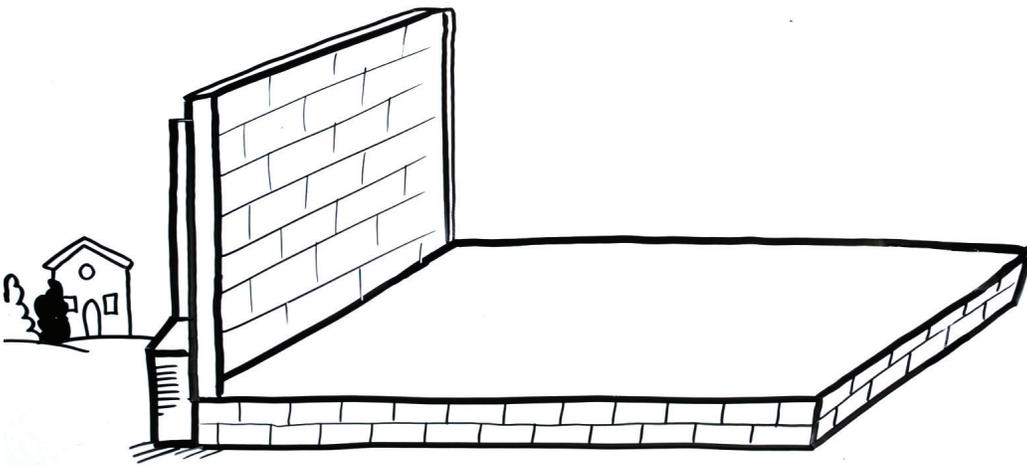
*Adapted from Freeze the Industry, a smoke-free youth initiative by East Tobacco Control Area Network.
www.freezetheindustry.com*



Graffiti Wall

What is it all about?	Give your classmates an opportunity to speak their minds and express their feelings about the tobacco industry on a large poster.
Why do it?	Make an eye-catching message created by the whole school community.
How do we do it?	<ul style="list-style-type: none"> • Work with your school for permission to hang a large piece of poster paper that covers one wall. • Advertise the activity in the school newsletter, PA announcements, with posters, and via social media. • Write a bold, catchy phrase on the paper, such as "Hello Big Tobacco, from _____ School". • Invite students to write personal stories or their own thoughts about tobacco use (no need to sign their name). • People can write, draw, scribe, or contribute however they wish to express themselves. • Each day, check to make sure comments are appropriate. If not, remove them. (Work with your teachers if you're not sure.) • Once the paper is full, take a picture!
What else do we need?	<ul style="list-style-type: none"> • Long paper, wall tape • Markers, paint, crayons, and other writing materials
How much \$?	\$0-\$10
How could we get creative?	<ul style="list-style-type: none"> • Combine with another activity, such as "Did You Know?" • Ask to send a picture to the local newspaper, post on the school website, or circulate the photo via social media. • Send the completed paper to the tobacco industry with a covering letter.

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca



Pack Art

What is it all about?	Collect empty cigarette packages from your school or community to create an art piece. You can tell a story about litter, the number of packages you found, and rescue garbage to turn into art all at the same time!
Why do it?	Transform the cast-offs from a toxic product into a meaningful message.
How do we do it?	<ul style="list-style-type: none">• Collect as many empty cigarette packages as you think you will need.• Using your imagination, create a piece of art. Try turning the empty packs into a poster, collage, sculpture, or even a papier mâché item.• Announce the project in the school newsletter, PA announcements, with posters, and via social media.• Showcase as many art pieces as possible in your school.• Take a picture of each piece of art.
What else do we need?	<ul style="list-style-type: none">• Empty cigarette packages• Paper, scissors, glue, tape, paint
How much \$?	\$10-\$20
How could we get creative?	<ul style="list-style-type: none">• Turn this into a project for the whole school. Offer a prize for the best art piece.• Ask an art teacher to do this activity in their classroom.• Show art pieces to an elementary school as part of a 'youth action' initiative.• Share photos online via social media.

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca



Pledge It

What is it all about?	Work with the whole community to promote a tobacco-related message. Create a banner with a specific tagline or message. It could even be a pledge to not use tobacco products (e.g., "Tobacco should not come in a candy wrapper"; "Ban flavours in all tobacco products").
Why do it?	A banner represents a collective voice, and is a great visual for a community event.
How do we do it?	<ul style="list-style-type: none">• Decide on a date and location – if you want to engage the community, choose a location that's accessible to everyone.• Announce the project in the school newsletter, PA announcements, with posters, and via social media.• Provide the space, banner, and markers. Then invite people to create their own message or visual piece relating to the theme.• Put the campaign name and contact info on the banner.• Spread fabric on a clean, dry surface with newspaper underneath to protect the floor. Tape in place. Invite everyone to participate.• Hang on a clothesline to dry.• Go back over sections with a black marker to make them stand out.• Take a picture to use in a school newsletter, send to the media, and share on social media.
What else do we need?	<ul style="list-style-type: none">• Fabric of desired length, water based markers or paint and brushes• Masking tape, overhead projector (optional)
How much \$?	\$0-\$20
How could we get creative?	<ul style="list-style-type: none">• People could pledge to stay tobacco-free, cut down, or quit all together.• Design a logo.• Take your banner to special events, community forums, or wherever it will be seen.• Combine your banner with a 'Hit the Streets' or 'Big'n'Loud for a Crowd' activity.

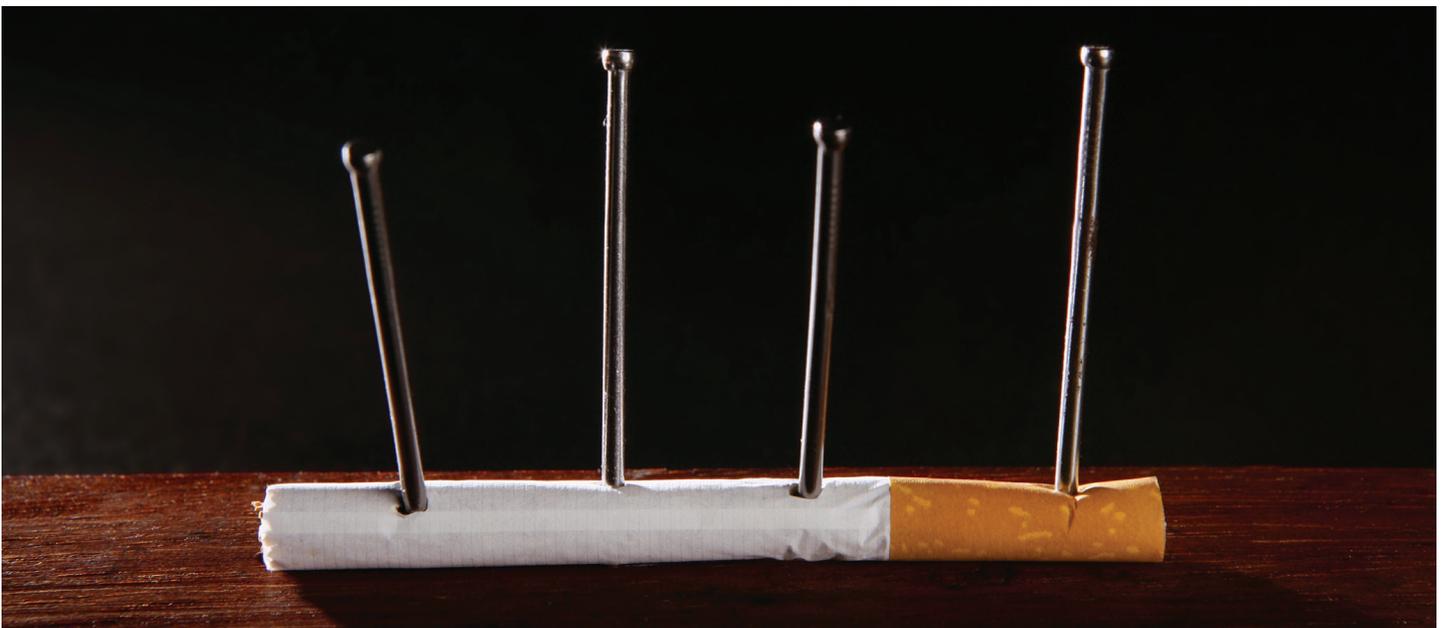
*Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca
Do something. "How to Raise Awareness with a Wall of Pledges". [Do something.org](http://www.dosomething.org) Retrieved from:
<https://www.dosomething.org/actnow/actionguide/wall-pledges>*

See Templates for a sample Pledge that you can adapt for your activity.

Sculpt It

What is it all about?	Use littered tobacco products/packaging to create a sculpture or piece of art to attract attention and spread a message.
Why do it?	Transform the cast-offs from a toxic product into a meaningful message.
How do we do it?	<ul style="list-style-type: none">• As a group, decide on a story or a message you'd like to share.• Collect tobacco products (e.g., cigarette butts, packaging) and use those products to create a sculpture.• Or... using art supplies, create a sculpture that sends a powerful message. Use your imagination – art can be made from anything!• Work with the school to find a place where your sculpture can be placed in the school or community.• Add a message to the sculpture to encourage others to think about its meaning.• Take photos, and share them.• After the sculpture has been up for enough time, be sure to remove all garbage from the location.
What else do we need?	<ul style="list-style-type: none">• Art supplies, glue, tape, wire, etc.
How much \$?	\$0-\$50
How could we get creative?	<ul style="list-style-type: none">• Combine this with another activity to increase your impact.• Take photos and share them via social media.• Continue to add to the sculpture throughout the school year.• Encourage others to create a similar sculpture.

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca



Show Some 'Swag'ger

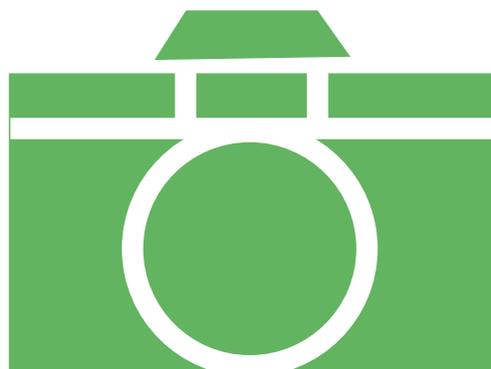
What is it all about?	Put your anti-tobacco message on a button, t-shirt, pen, locker mirror, or other product that you think people might want to use.
Why do it?	Putting your message on some 'SWAG – Stuff We All Get!' can be a way for your Create a message with staying power.
How do we do it?	<ul style="list-style-type: none"> • As a group, decide on a key message you want to convey about the tobacco industry or their products. • As a group, create a design. Make a sketch of your design and message. • Determine what SWAG product you think would be the best to use for your activity. • Find out the costs for creating it, and determine your budget. • Arrange for the creation/printing of your product. • Think of a creative way to share this SWAG with others (could be combined with another activity).
What else do we need?	<ul style="list-style-type: none"> • Pens, paper, sketching materials • Computer with graphic design software (optional)
How much \$?	\$0-\$750
How could we get creative?	<ul style="list-style-type: none"> • Combine your activity with another one from this "Ideas for Action" guide. • Provide your SWAG as prizes for contests or as giveaways/incentives to bring people out to an event you've planned (e.g., if you're hosting a smoke-free movie night, you could create stickers to go on popcorn bags for the event).

Adapted from the Love My Life Campaign by Hastings & Prince Edward Counties Health Unit: <http://forms.hpechu.on.ca/web/index.php/2013-05-23-14-12-56/2013-05-23-15-11-13/youth-led-campaigns-and-initiatives>



Tell It With Photos

What is it all about?	Take photos in your school and community to tell people about the impact of tobacco where you live.
Why do it?	A picture is worth a thousand words.
How do we do it?	<ul style="list-style-type: none"> • As a group, choose a topic or a question as the focus of your photos (e.g., the impact of tobacco on the environment, tobacco in your everyday life, positive tobacco-free spaces). • Determine if you want to host this idea as a contest or art display open to the rest of the school. • Advertise the project with posters, social media messages, and PA announcements that clearly tell people the topic of photos eligible for the contest. • Provide some guidelines for taking photos (e.g., ask people for consent before taking their photos). • Give a timeline for taking photos and determine how people will submit them to you (drop off at school, email, text, social media, etc.). • Work with your school/community to find a spot where the photos can be displayed.
What else do we need?	<ul style="list-style-type: none"> • Cameras/cell phones • Printers • Other art materials (tape, paper, markers, etc.) • Prizes for the best photos (optional)
How much \$?	\$0-\$250
How could we get creative?	<ul style="list-style-type: none"> • Combine with another event. • Make it a contest! • Do a photo topic every month or week. • Invite the media to your display day.



Activities

Big 'n loud for a crowd

Want to make a statement and get people talking?
Here are some ideas to do just that.



Flash Mob

What is it all about?	Show up in a public space with a large group of people, and have everyone do the same thing at the same time.
Why do it?	It commands attention so you can send a message - makes people stop and look at what you're doing.
How do we do it?	<ul style="list-style-type: none">• As a group, decide on a message.• Pick an activity for your flash mob that suits your message (is it a group dance, chant, walk, air guitar performance, etc.).• Decide on a date and location – think about who you want to see your message and the best place to share it. Work with the community and school for permission.• Recruit mob members – promote through social media, PA announcements, school newsletter.• Double check your location and consider a back-up option in case of rain.• Give everyone instructions (it could be a printed sheet, or an example video on YouTube showing what you want to do).• Do your flash mob!
What else do we need?	<ul style="list-style-type: none">• People!
How much \$?	\$0-\$200
How could we get creative?	<ul style="list-style-type: none">• Do you want costumes?• Call the media.• Get signatures on a pledge.• Video tape the event and post it online.



Halftime Show

<p>What is it all about?</p>	<p>Use a public space or event to share your message about tobacco with a large audience.</p>
<p>Why do it?</p>	<p>People are already at the event, so you have a captive audience!</p>
<p>How do we do it?</p>	<ul style="list-style-type: none"> • As a group, think about the message you want to share – does it have a sports theme or can you make a connection with the event? • Create a script for a short halftime show. • Work with the school and/or organizers of the sporting event for permission to do an activity during the halftime or intermission (pitch your idea!). • Recruit people to participate. • Practice the script and the show. • Perform!
<p>What else do we need?</p>	<ul style="list-style-type: none"> • Paper, pens • Costumes and props (optional) • People and permission
<p>How much \$?</p>	<p>\$0-\$300</p>
<p>How could we get creative?</p>	<ul style="list-style-type: none"> • Buy, make, or borrow creative costumes. • Videotape the show and post it to YouTube. • Combine this with another activity, like a pledge or petition. • See if you can get access to the PA system to make announcements during your halftime show.

Adapted from Chatham-Kent Public Health: <http://www.chatham-kent.ca/publichealth/Pages/Home.aspx>



Activities

Film for change

Love film? Do you love watching movies, filming behind the scenes, or starring in a leading role? Make an impact through film.



Host a Smoke-Free-Movie Night

What is it all about?	<p>Get together as a community, to enjoy a movie and spread the word about the importance of smoke-free films.</p>
Why do it?	<p>The more often that young people see smoking in movies, the more likely they are to start smoking themselves. There is smoking in many movies that target youth.</p>
How do we do it?	<ul style="list-style-type: none"> • Pick a movie! (Choose one that is suited for different audiences so that you can invite many people to your event). You could choose a theme – winter holidays, Valentine’s day, etc. • Work with adult allies to determine if you have permission to use the video and to make sure it is suitable for general viewing. • Work with your school or community to find a place to screen the movie (it could be an auditorium or even outside). • Pick a date and a location. • Determine what technology is needed. • Advertise (create posters, social media messages, and PA announcements so that people know about your event). • Think about how you’ll use the event as a way to get your message across (e.g., will you say something at the start of the event, have a pledge or petition, display or circulate information?). • Lights, camera, action!
What else do we need?	<ul style="list-style-type: none"> • A movie • A screen, projector, DVD player, speakers • Posters, pens, writing material, computer (optional), to advertise
How much \$?	<p>\$0-\$300</p>
How could we get creative?	<ul style="list-style-type: none"> • Film a short video that makes people aware of issues related to smoking or the tobacco industry, and play it before the movie! • Place some messaging on popcorn bags to hand out at the event. • Combine it with another activity like a pledge.

Adapted from: <http://smokefreemovies.ca/>

Hackademy Awards

<p>What is it all about?</p>	<p>A mock ceremony where a movie, actor or actress, producer, or tobacco company wins an award. Choose "winners" that have had a negative impact on the community, and have been a negative influence on youth.</p>
<p>Why do it?</p>	<p>Smoking in movies increases the chances that young people will start smoking. Bring attention to the issue by "mock" awarding those responsible for the negative impacts.</p>
<p>How do we do it?</p>	<ul style="list-style-type: none"> • Determine the date, location and length of the ceremony. Invite teachers and other adults to participate in the event. • Recruit students to act as nominees, judges, "award presenters", "hecklers" and emcees. • Create an event agenda. • Write a script for all of the speakers. • Hold the awards in a public space, online, or over the PA system for a week.
<p>What else do we need?</p>	<ul style="list-style-type: none"> • Podium, microphone • A Hackademy Award (suggestions: spray paint Barbie dolls with gold or silver paint, or use an old sports award) • Costumes for the nominees/presenters if desired • Table and chairs for the judges • Incentives or swag given out to students as they leave (optional)
<p>How much \$?</p>	<p>\$0-\$50</p>
<p>How could we get creative?</p>	<ul style="list-style-type: none"> • Add 'Academy Award-style' music to your event or an image on a screen that reads 'Hackademy Awards'. • Students could be called to an assembly, but not told what it was about for an element of surprise. • Combine with a smoke-free-movie night or a larger campaign.

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca

Go Viral

What is it all about?	Make a short (30 second to 1 minute) video and post it to YouTube, to take action against the tobacco industry.
Why do it?	It can be a fun way to send a message out to lots of people.
How do we do it?	<ul style="list-style-type: none">• As a group, decide on the message you want to send.• Determine how you want to convey your message (is it a skit, a rant, interviewing other people?, etc.).• With the help of your adult allies, determine if you need permission/ consent to include people in your video.• Write a script, or practice off-the-cuff what you want to say.• Pick a day and do some trial runs (practice on film to see what it looks like).• Film it!• If needed, edit the video.• Determine how you want to share and promote your video.
What else do we need?	<ul style="list-style-type: none">• Video camera• Computer (for uploading, and editing if necessary)• Pens, paper• Optional: costumes, supplies to create a setting and backdrop
How much \$?	\$0-\$300
How could we get creative?	<ul style="list-style-type: none">• Share the video over social media.• Play the video as part of a smoke-free-movie night or get special permission to have it played at a different event at the school or community.



Speaker's Corner

What is it all about?	<p>Make a video about tobacco use or the tobacco industry's subliminal messaging.</p> <ul style="list-style-type: none">• Interview a group of students affected by smoking, or the friends and family of smokers about their exposure to second-hand smoke.• Conduct "Man on the Street" interviews like "Speaker's Corner".• Conduct an interview with someone role-playing an executive of a tobacco company, about manipulative marketing tactics the industry uses to attract youth.
Why do it?	<p>Get multiple voices to share their opinions about the tobacco industry.</p>
How do we do it?	<ul style="list-style-type: none">• Get school permission to make a video.• Determine a theme, key messages, video length (10-15 minutes is ideal).• Recruit some classmates to help with the project.• With the help of your adult allies, determine if you need permission/ consent to include people in your video.• Use appropriate music in your video.• A script or outline can help you stay organized (consider using drama/ multimedia students to help out with scripted scenarios).• Include facts about smoking that will grab your peers' attention.• Check that your information is accurate and up-to-date.
What else do we need?	<ul style="list-style-type: none">• Scripts, costumes (if required), music• Video camera/cell phone and experienced operator
How much \$?	<p>Minimal</p>
How could we get creative?	<ul style="list-style-type: none">• Show your video during an assembly.• Publicize the availability of your video.• Combine this with another tobacco related activity.

Adapted from Mission Possible: A tobacco use prevention program for youth. Toronto Public Health.



Activities

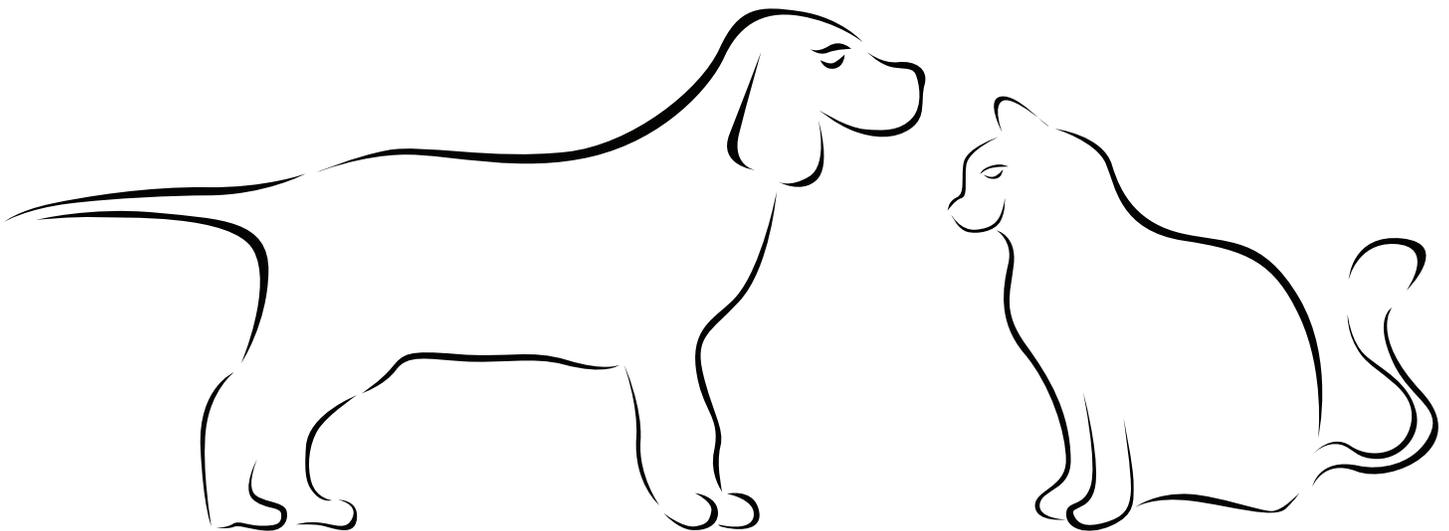
For the love of animals & the environment

Are you an animal lover? Are you concerned about our planet? Why not use your passion to tell others about the impact of tobacco industry products?



Animal Messages

What is it all about?	Use your pets and other animals to create messages that show the impact of the tobacco industry on our furry friends.
Why do it?	Pets and animals pull at the heartstrings of everyone! Plus, they are affected by tobacco - animals often eat cigarette butts and breathe second-hand smoke, which can be harmful to their health.
How do we do it?	<ul style="list-style-type: none">• As a group, determine the message you want to share.• Determine how you will do it – e.g., do you want to run a contest in the school, take pictures as a group and post them, or include animals as part of a 'Big'n' Loud in a Crowd' activity?• Create messages that feature pets or products that can be worn by pets to get the message across.
What else do we need?	<ul style="list-style-type: none">• Pens, paper, markers, string, tape for signs• Computer and printer (optional)• Camera/cell phone
How much \$?	\$0-\$20
How could we get creative?	<ul style="list-style-type: none">• Get costumes and dress up as animals.• Combine with another activity like "Pledge it" or "Tell it with Photos".



Butt Collector

What is it all about?	Collect cigarette butts from your community and put them on display to send a message.
Why do it?	Cigarette butts are the most littered item in the world! A butt collection is a good way to clean up the environment and make a statement at the same time.
How do we do it?	<ul style="list-style-type: none">• As a group, decide on a date and location for your butt collection (this could be something you do as a small group, or get the whole school involved).• Think about what you want to do with all the butts that are collected. E.g., where will people put them? Do you already have a storage object in mind?• Promote the event through social media, posters, PA announcements.• Start collecting butts! (Encourage people to wear gloves and be safe when picking up butts from various locations).• Once all the butts are collected, create your image, collage, or large display.• Work with the school to get permission to post your display somewhere visible – either in the school or community location.
What else do we need?	<ul style="list-style-type: none">• Collecting bags and an object to hold all of the cigarette butts• Gloves• Paper, markers, tape
How much \$?	\$0-\$40
How could we get creative?	<ul style="list-style-type: none">• Get creative with the object you create.• Turn it into a contest – have people create their own objects and their own messages.• Take photos and make an art display with them!



We Heart Earth

What is it all about?	<p>Earth Day is April 22nd. By focusing on tobacco prevention efforts during Earth Week, you can raise awareness of the tobacco industry's impacts on the environment.</p> <p>Many school-based activities can be considered: lunch hour displays, games/trivia contests, presentations/speakers on environmental tobacco issues, in-class education and awareness programs, video presentations, other art projects.</p> <p>Organize community-based activities such as a Butt Cleanup Day or an advocacy/education campaign for smoke-free outdoor bylaws.</p>
Why do it?	<p>Most people know that tobacco is harmful to health, but are unaware of the impact it has on our environment. For example, did you know that:</p> <ul style="list-style-type: none">• 4.5 trillion cigarette butts are littered worldwide each year?• 494,000 acres of forests are destroyed worldwide (for curing and drying tobacco), just to make cigarettes. (That's four times the size of Toronto!) <p>For more information, see the resource list at the end of this guide.</p>
How do we do it?	<p>February/March</p> <ul style="list-style-type: none">• Start to plan your Earth Week activities (decide what activities you will deliver, who you will need to ask for help, and if activities will be school-based or community-based).• Decide on a theme and key messages.• Seek school permission to execute your ideas.• Recruit a team of volunteers and speakers to help.• Think about what resources you will need (posters, announcements, speakers, videos, etc.). <p>April 2013</p> <ul style="list-style-type: none">• Plan a detailed agenda for the activity team leading up to Earth Day.
What else do we need?	<ul style="list-style-type: none">• This will depend on the activities you select, and will no doubt include posters, pamphlets or in-school announcements. Write a resource list for each event, and record who will be responsible.
How much \$?	<p>As little or as much as your budget will allow.</p>
How could we get creative?	<ul style="list-style-type: none">• Notify the media about your plans.• Invite the community to participate in any events.

Adapted from an Earth Week campaign conducted by Grey Bruce Health Unit.

Activities

Get physical

Get physical with the Tobacco Industry by doing what you love and getting others to join in too!



De-stress

What is it all about?	Gather a group of people to do an activity together that promotes de-stressing. It could be yoga, dancing, video games, meditation - whatever relieves stress for you.
Why do it?	Physical activity promotes good health — it can be a great way to de-stress with other people in a positive way. Physical activity can also be a great support for those looking to stop smoking.
How do we do it?	<ul style="list-style-type: none"> • As a group, determine an activity that would be a good stress reliever. • Determine how you want to run the activity – is it a one-off event, something that is done weekly, as a small group or as a whole school? • Determine a date and location for the activity. • Promote the event with social media, posters, PA announcements. • Figure out who is going to lead the event – is it something you can do as a group, or do you want to invite someone to lead the activity? • De-stress!
What else do we need?	<ul style="list-style-type: none"> • Markers, paper, tape • Space in the school or community • Music
How much \$?	\$0-\$750
How could we get creative?	<ul style="list-style-type: none"> • Combine with a 'Swag'ger activity to create give-aways that reinforce your message (e.g., t-shirts, sweatbands, water bottles). • If it's a big event, invite the media. • Take pictures of the activity and post them.

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca



Run From The Industry

What is it all about?	Organize a 5k (or longer), walk/run/bike/rollerblade event to run from the tobacco industry.
Why do it?	Run from being a target of the tobacco industry. Running is also a healthy activity and stress reliever that can support people in their efforts to quit smoking. You could include a theme like "what are you running from?"
How do we do it?	<ul style="list-style-type: none"> • Work with your community and school to sketch out a good location and safe spot to hold the run. • Determine what messaging you want to send at the run (do you want a pledge, costumes, posters, SWAG with messages?, etc.). • Choose a date and location (think of a "Plan B" in case of rain). • Work with the school and your adult allies to determine if you need peoples' consent to participate, and identify safety requirements for your event (e.g., crossing guards, road closures, reflective gear). • Promote through posters, social media, PA announcements, or word of mouth! • Make sure that the run is marked so that runners know where to go. • Figure out everyone's roles on the organizing team – you'll need some people to register and welcome participants, someone to start the race, volunteers along the way to cheer people on, and some at the finish line. • Run!
What else do we need?	<ul style="list-style-type: none"> • Markers, tape • Access to printer • Numbered sheets for all runners that have registered • Refreshments for runners • Materials for a start and finish line • Prizes (optional)
How much \$?	<p>\$0-\$100 (could be more with SWAG and costumes)</p> <ul style="list-style-type: none"> • Invite local businesses to sponsor the event, for prizes and/or donations
How could we get creative?	<ul style="list-style-type: none"> • Some runners could be in costumes. • You could have a group chant. • Combine with a "Pledge it" activity, petition, or a "Zombie Walk"! • Invite the media!

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca

Sport-A-Thon

What is it all about?	Host a 24-hour basketball scrimmage or dunking contest, skateboarding rally, or other sporting event to raise awareness in your school about tobacco prevention and how to quit smoking.
Why do it?	Link tobacco-free living with better sports performance.
How do we do it?	<ul style="list-style-type: none">• Seek school permission.• Decide on a sports activity.• Recruit school athletes to participate.• Ask local sports figures to support your cause!• Advertise the event and notify the media.• Distribute tobacco and sports-related resource materials.• Videotape the activity.
What else do we need?	<ul style="list-style-type: none">• Venue, sports equipment• Resource material, video camera
How much \$?	\$15-\$20
How could we get creative?	<ul style="list-style-type: none">• Advertise well before the event.• Consider an emcee or spokesperson for event.

Adapted from Mission Possible: A tobacco use prevention program for youth. Toronto Public Health.



Activities

Hit the streets

Have you ever heard of street marketing? Are you interested in doing something different to get people's attention?



Cup'n'Run

What is it all about?	Create a tobacco-related message by inserting paper cups to spell words in a chain link fence.
Why do it?	Cup messages can get the public's attention from far away.
How do we do it?	<ul style="list-style-type: none">• Work with the school or community to get pet permission to use a fence.• Address how you will deal with any environmental issues, such as littering.• Choose a fence; make sure cups fit the spaces.• Decide on message, how many cups you need.• When finished, create the message by spraying paint inside of cups.• Take a picture.
What else do we need?	<ul style="list-style-type: none">• Paper, pen/pencil, paper cups• Spray paint• Camera
How much \$?	\$5-\$10
How could we get creative?	<ul style="list-style-type: none">• Check out more variations at www.cuprocking.com.• Invite the media to the event, or send a picture to the local newspaper.• Combine with another activity from this guide.

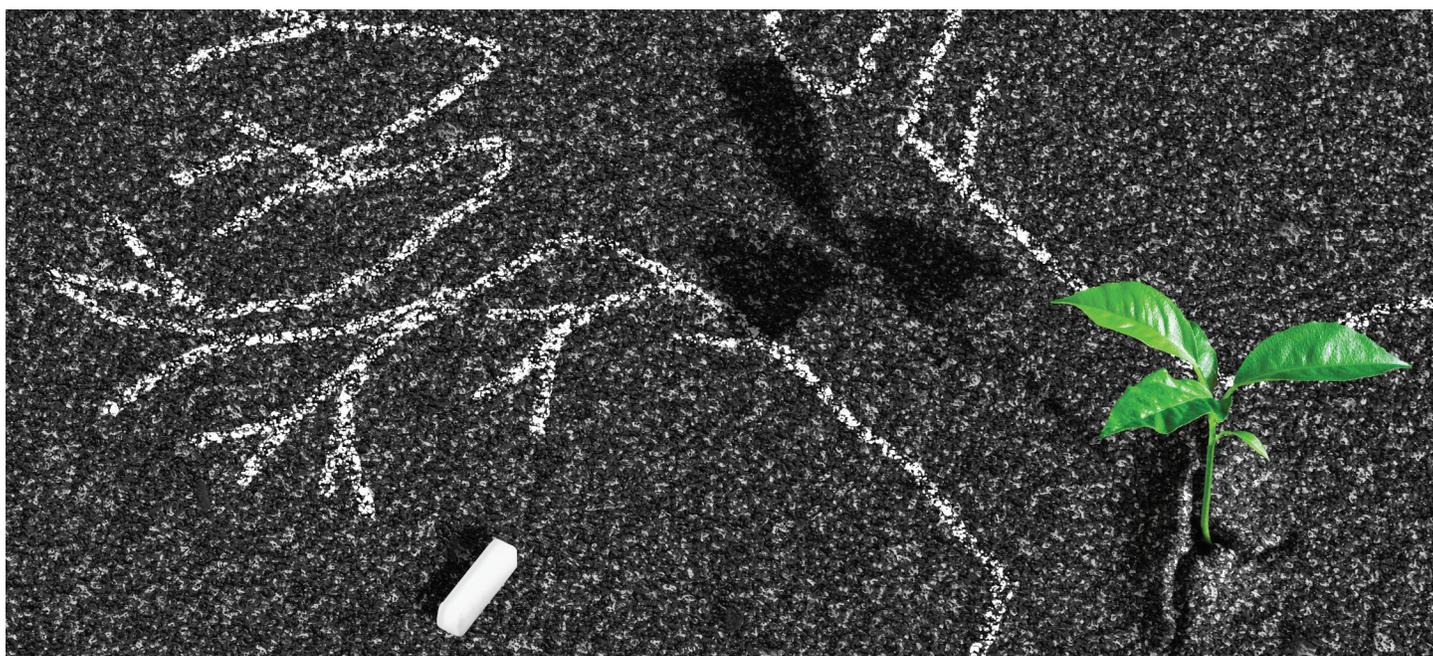
Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca and Flavour Gone, a smoke-free youth initiative out of the North West Tobacco Control Area Network (now part of www.freezetheindustry.com).



Chalk It Up To The Industry

What is it all about?	Take over the streets and sidewalks with your messages about the tobacco industry by writing or drawing images with sidewalk chalk.
Why do it?	Chalking the streets can be a fast and cheap way to get your message everywhere.
How do we do it?	<ul style="list-style-type: none">• Decide on the messages you want to chalk on the sidewalks.• Work with the school or community to get permission to chalk the streets and sidewalk.• Decide on a date and time for your activity.• Recruit volunteers to help you.• Take a picture of your efforts for the school newsletter, website, local paper.
What else do we need?	<ul style="list-style-type: none">• Coloured chalk• Damp cloth to wipe hands
How much \$?	Cost of chalk
How could we get creative?	<ul style="list-style-type: none">• Share your photos of the chalk drawings via social media.• Combine with another activity from this guide.• Advertise and invite the whole school to participate.• Invite the media!

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca and Freeze the Industry Campaign, a smoke-free youth initiative from the East Tobacco Control Area Network www.freezeindustry.com and Central West Tobacco Control Area Network.



Drop-dead Industry

What is it all about?	Here's an activity that will mobilize the whole school and raise awareness of the devastating effects of tobacco. Visit www.thetruth.com to see how it's done.
Why do it?	Expose the truth about the tobacco industry.
How do we do it?	<ul style="list-style-type: none">• Work with school officials for permission to perform the activity.• Advertise through flyers, PA announcements, social media.• Invite your local media to attend.• Establish a signal that will alert students to fall down once the entire student body is in place.• All at once, students should fall to the ground, signaling the severe extent of disease and death that is caused by the tobacco industry.• Videotape the activity.
What else do we need?	<ul style="list-style-type: none">• Posters, tape• PA announcement• Video camera/cell phone
How much \$?	\$0-\$20
How could we get creative?	<ul style="list-style-type: none">• Invite other schools to participate.• Combine with other activities in this guide.• Choose a special place (i.e. well trafficked community location) to hold the activity.

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca



Raid the Streets

What is it all about?	Command attention while spreading the truth about the tobacco industry —“raid the streets!” One of the most effective ways to do this is to make flyers that state a fact, statistic, or outrageous tobacco company quote. Hand them out on the streets and watch the reaction as people learn the truth.
Why do it?	Showing the evidence in writing is a very effective way to tell the real story about the tobacco industry.
How do we do it?	<ul style="list-style-type: none">• Work with the school for permission to do a street blitz. Be sure to address any concerns about environmental issues or littering (have a crew prepared to deal with this).• Recruit student volunteers to help.• Research the facts about tobacco, and choose a powerful quote or statistic for your campaign.• Write or type your message out with large, bold, crazy-looking letters and make as many copies as possible.• Pick an appropriate place in your community to distribute these flyers.• Grab a video camera and tape people’s reactions to your event. You could turn it into a commercial or Public Service Announcement (PSA) to post to YouTube or TV stations.
What else do we need?	<ul style="list-style-type: none">• Paper, markers or a computer/printer• Photocopier• Video camera/cell phone
How much \$?	\$10-\$20
How could we get creative?	<ul style="list-style-type: none">• Flyers aren’t the only medium to get the message out – use your personal skills and passions to create your own powerful message using your favourite medium!• Make sure the message you send includes a way to find out more information. Linking to a website is a good idea.• Use the flyer to advertise your next smoke-free school activity (add date, time, location, etc.).• Wear costumes or create props to gain more attention.

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca

Zombie Walk

What is it all about?	Take to the streets (or your school halls) with a shocking stunt directed at the tobacco industry and the effect it has on young people. Arrange for a group of student volunteers to wear Halloween-style masks (or face makeup), to represent the damaging effects of smoking. Ask them to approach members of the community or school with a message about tobacco related issues.
Why do it?	What is the message you want to promote? Check the resource list in this guide for ideas. (E.g., the message could be about the health impacts of smoking, or the idea that smoking is a “zombie-like” decision to follow the masses.)
How do we do it?	<ul style="list-style-type: none">• Seek school permission. Explain that the event will be targeted at the tobacco industry, not smokers.• Determine if the activity will be school-based or community-based.• Recruit a team of volunteers to deliver the activity.• Prepare scripts and key messages.• Invite the media to attend on the day of the event.
What else do we need?	<ul style="list-style-type: none">• Masks, face paint• Copies of information for the actors to distribute• Camera to take pictures of the activity
How much \$?	Depends on availability of resources
How could we get creative?	<ul style="list-style-type: none">• Plan the event close to Halloween if possible.• Try to borrow Halloween masks.• Ask for feedback from those approached by zombies.



Activities

Spread the word

Are you fired up and want to tell others about the tobacco industry, how you're a target? Here are some ways to help others learn about what you already know.



Did You Know?

What is it all about?	Design posters to tell others the facts about tobacco use and the industry.
Why do it?	It's a chance to share facts and information that you think others should know.
How do we do it?	<ul style="list-style-type: none">• Work with the school to determine where you can hang posters.• Research and compile some interesting (or annoying) information about tobacco and: the industry's marketing tactics, addiction, or environmental issues.• Pick one theme— keep it simple. Your message will be stronger.• Design and create posters, then display them around the school or community where they will be noticed.
What else do we need?	<ul style="list-style-type: none">• Tobacco information• Poster paper, scissors, markers, glue, paint, thumbtacks / staples
How much \$?	\$0-\$20
How could we get creative?	<ul style="list-style-type: none">• Set up a related display for a few days, while the posters are up.• Set up a video to show during lunch hours.• Combine the posters with any other activity in this guide.

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca



Post-It Collage

<p>What is it all about?</p>	<p>Have you ever noticed grocery store displays of papers with the written names of people who have made donations? This is a similar idea, but the only donation is people's thoughts. Create a space in the school for people to write their answers to a question on post-it notes, and stick them all on a large piece of paper.</p>
<p>Why do it?</p>	<p>Get other people to think critically about a question that you think is important. For example, you could ask: how are you targeted by the tobacco industry? or, what will you do to avoid being a target?</p>
<p>How do we do it?</p>	<ul style="list-style-type: none"> • As a group, brainstorm a tobacco-related question that you think is important, based on your interests (e.g., advertising impacts, the environment, social issues). • Work with the school for permission to post a large piece of paper in a visible spot in the school. • Near the paper, provide post-it notes on which people can write their answers. • Also do a "post-it blitz" – visit classes and hand out post-it notes, hand them out in the halls, at lunch, outside, etc., and direct people to the thought collage. • Promote through social media, posters, and PA announcements. • As thoughts are posted, visit regularly to make sure the comments are appropriate (consult with your teachers if you're not sure whether something should be taken down). • Take a photo of the collage and share it.
<p>What else do we need?</p>	<ul style="list-style-type: none"> • Sticky notes • Pens, markers • Large banner size paper
<p>How much \$?</p>	<p>\$0-\$40</p>
<p>How could we get creative?</p>	<ul style="list-style-type: none"> • Make creative t-shirts with anti-tobacco messaging to be worn by the people handing out post-it notes. • Create a competition to see which class can post the most answers. • Think of what else you might do with the collage – send it or a photo of it to the media, or to your school council, etc.

Adapted from the Central West Tobacco Control Area Network.

Share The Knowledge

What is it all about?	Present what you've learned about the tobacco industry to your friends, younger grades, or community. This can be done through workshops, presentations, information posters, etc. It could be as small as sharing ideas by word-of-mouth, or as large as an assembly.
Why do it?	You've got a powerful voice — this can be a way to get heard and make others think about the issue.
How do we do it?	<ul style="list-style-type: none"> • Determine if this is something that interests your group (or maybe only a few individuals). • Choose a central message to share. • Determine how you want to share the information (presentation, poster, booth, assembly, etc.). • Determine the audience with whom you want to share the information (is it your peers, younger grades, community members, parents?). • Figure out everyone's role – some may help to write a script, create a presentation, or promote the event, while others may volunteer to speak/act/present. • Work with the school to get permission to present or use a room. • Share the knowledge!
What else do we need?	<ul style="list-style-type: none"> • Paper, pens, markers, glue, scissors • Computer, projector, speakers (optional) • Video camera/cell phone
How much \$?	\$0-\$50
How could we get creative?	<ul style="list-style-type: none"> • Add a presentation to a larger event as part of a "Big'n'Loud for a Crowd" or "Hit the Streets" type of activity. • Add a pledge so that people can take action after hearing what you have to say. • Invite the media • Videotape and share it.

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca

Tobacco in Disguise

What is it all about?	Use a game to get people thinking about how the tobacco industry's products are made to look and smell like other everyday products, such as candy.
Why do it?	Because "cancer shouldn't come in a candy wrapper. Fruit and candy flavour don't belong in ANY tobacco products." This can be a way to bring attention to the issue.
How do we do it?	<ul style="list-style-type: none"> • Recruit a team to take part (put up posters – ask permission first). • Design t-shirts and stickers, and have them printed. • Purchase sugar-free suckers or candy to hand out. • Create informational material – pamphlets, palm cards, etc.). • Create two poster boards with a mixture of photos of tobacco and flavoured candy, to use in the game (you could print pictures of items, or use real materials). • Have 2 participants compete against each other to identify as many tobacco products as possible in the time allowed (if the poster board is laminated, they can use whiteboard markers to circle the products directly on the board). • Tally the scores and announce the winner! • Debrief with participants: go over the products they didn't identify and ask them what they learned (e.g., "Did any of the products surprise you?" "Were there some products you weren't sure about?" Why do you think the Industry tries to make their products look like candy?"). • Promote the event through social media, PA announcements, posters.
What else do we need?	<ul style="list-style-type: none"> • T-shirts • Markers and tape, poster paper, stickers • Sugar-free suckers and other candy • Prizes (optional)
How much \$?	\$0-\$200
How could we get creative?	<ul style="list-style-type: none"> • Turn the activity into a competition or a silent draw for a prize. • Combine with another activity and have the booth at a larger group activity.

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca and Flavour Gone, a smoke-free youth initiative out of the North West Tobacco Control Area Network (now part of www.freezetheindustry.com) and Central West Tobacco Control Area Network.

Black Rose Campaign

What is it all about?	On or near Valentine’s Day, deliver a black artificial rose and a “love letter” from the tobacco industry to each homeroom class. Follow up later with a team presentation about the smoking industry.
Why do it?	Raise awareness about the tobacco industry, by talking about how they try to seduce teens into becoming smokers and how many people die from using tobacco products.
How do we do it?	<ul style="list-style-type: none"> • Get the principal’s permission and inform teachers about the activity. • Research facts about tobacco industry marketing – write and photocopy speaking notes. • Write or adapt a sample “love letter”. (For example, a love letter from the tobacco industry might start with: I’m nothing without you, your lips are so smooth, love has many flavours, etc.). • Recruit student volunteers who will speak in classrooms. (If a cafeteria event is planned, arrange for a microphone.) • Put up posters or banners a few days before February 14. • On Valentine’s Day, deliver to each homeroom class a black rose, and a “love letter” tied with a black ribbon. The student volunteers will visit the class, present the rose and letter to a random student, and ask them to read it aloud to their peers. • Speakers then tell the class about the number of people who die each day from smoking, and how youth - their peer group - are being targeted by the tobacco industry (e.g., in movies, advertising in American magazines, etc.). • Document the results of the activity.
What else do we need?	<ul style="list-style-type: none"> • Plastic roses from dollar stores • Black spray paint, black ribbons • Photocopies of the love letter to go with each rose • Speaking notes for presenters on some of the facts and statistics • Paper and supplies to make and put up teaser posters or banner(s)
How much \$?	\$5-\$10
How could we get creative?	<ul style="list-style-type: none"> • Make sure you have lots of roses! • Build suspense with posters that tease, such as “Guess who wants you... find out on Valentine’s Day.”

Adapted from Concept by article by Simcoe Muskoka Youth Action Alliance.

Activities

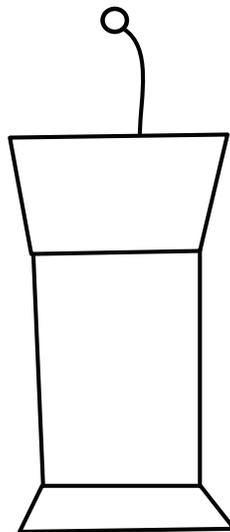
Take it to the decision makers

Are you a politician at heart? Do you want to create change and make a big impact? Here are some ways to work with people who make decisions that affect you.



Advocate at School Council

What is it all about?	Work with school councils (could be the PTA, Teachers, Student Council, Athletic Council, etc.), your school board, local representatives, or other decision makers to request changes to support tobacco-free living. For example, this could be about expanding tobacco-free policies or other initiatives at the school or community level.
Why do it?	It's a chance to make change that is big and lasting.
How do we do it?	<ul style="list-style-type: none"> • As a group, identify the issue that you believe most needs to be addressed. • Research to determine: who are the key decision makers you may need to approach? What are the key facts about your issue? • Contact decision makers with a well-written email, letter, or rehearsed phone call to arrange a meeting or deputation at a council meeting. • Create a script of what you will say at that meeting. • Rehearse, rehearse, rehearse! • Deliver the deputation (print and bring your statement – it doesn't have to be memorized). • Follow up with a thank-you letter and reminder about your requested action items
What else do we need?	<ul style="list-style-type: none"> • Paper, pens, cue cards
How much \$?	\$0
How could we get creative?	<ul style="list-style-type: none"> • Take pictures and write to the media or create a story for a school newsletter about the experience. • Combine this with a petition activity and bring signed petitions to the council to support your request.



Boycott Tobacco

What is it all about?	<p>Sometimes, when we buy non-tobacco products, we are supporting tobacco companies and don't even know it! Develop a plan to pass on this information at your school (e.g., using posters, an info booth, PA announcements, and social media).</p>
Why do it?	<p>Did you know that "Big Tobacco" also owns many companies that sell other products, including food?! For example, Philip Morris (the world's largest tobacco company), owns companies like Kraft, Post Cereals and Oscar Meyer. Each dollar they make, regardless of the source, comes at the direct expense of someone's health and potentially their life.</p>
How do we do it?	<ul style="list-style-type: none"> • Find out if your school is using products sold by tobacco companies (e.g., cafeteria food, items in vending machines). • If it is, think of ways to convince your school/school board to switch to other products that are not owned by Big Tobacco. • Set up an information table with posters, asking students to sign a petition. Get it signed by as many students as you can. • Write a letter to your school council (include student signatures), asking that products owned by Big Tobacco be removed from your school, and all schools for that matter!
What else do we need?	<ul style="list-style-type: none"> • Internet connection (computer or other device) • Paper, markers, tape • Table, chairs
How much \$?	<p>\$0-\$10</p>
How could we get creative?	<ul style="list-style-type: none"> • Develop a colourful display to attract attention to your information table. • Offer prizes to those who sign the petition. • Let the whole school know how the campaign went. • Combine with another activity from this guide, such as making a visual artwork to underscore your message.

Adapted from exposé, a smoke-free youth initiative by Ottawa Public Health. www.exposeottawa.ca

Power In Numbers

What is it all about?	Create a petition to rally people to support your cause. Get students, parents, and other school and community members to sign the petition.
Why do it?	Petitions are great ways to show that many people agree with this cause. Petitions can be powerful ways to advocate for change.
How do we do it?	<ul style="list-style-type: none">• Decide on your issue. What do you think needs to change in your school or community?• Tell people about it – they must understand the issue before deciding whether they agree. Use another creative strategy/activity from this guide to educate or bring awareness to the issue, and have a petition there so people can choose to take immediate action about the issue.• Print off copies of the petition and hit the streets for signatures.
What else do we need?	<ul style="list-style-type: none">• Pen, paper• Computer, printer
How much \$?	\$0
How could we get creative?	<ul style="list-style-type: none">• You can create hype by displaying a count – “This many people think that...” (the number could be updated as the count increases).• Connect with an existing campaign to use one of their petitions and gain support for that issue.• Decide what to do with the petition afterward (send to school, community groups, or media outlets, etc.).

Start a petition adapted from Youth Central. View this idea and others like it at:

<http://www.youthcentral.vic.gov.au/>

See Templates for a sample petition that you can adapt for your activity.

Activities

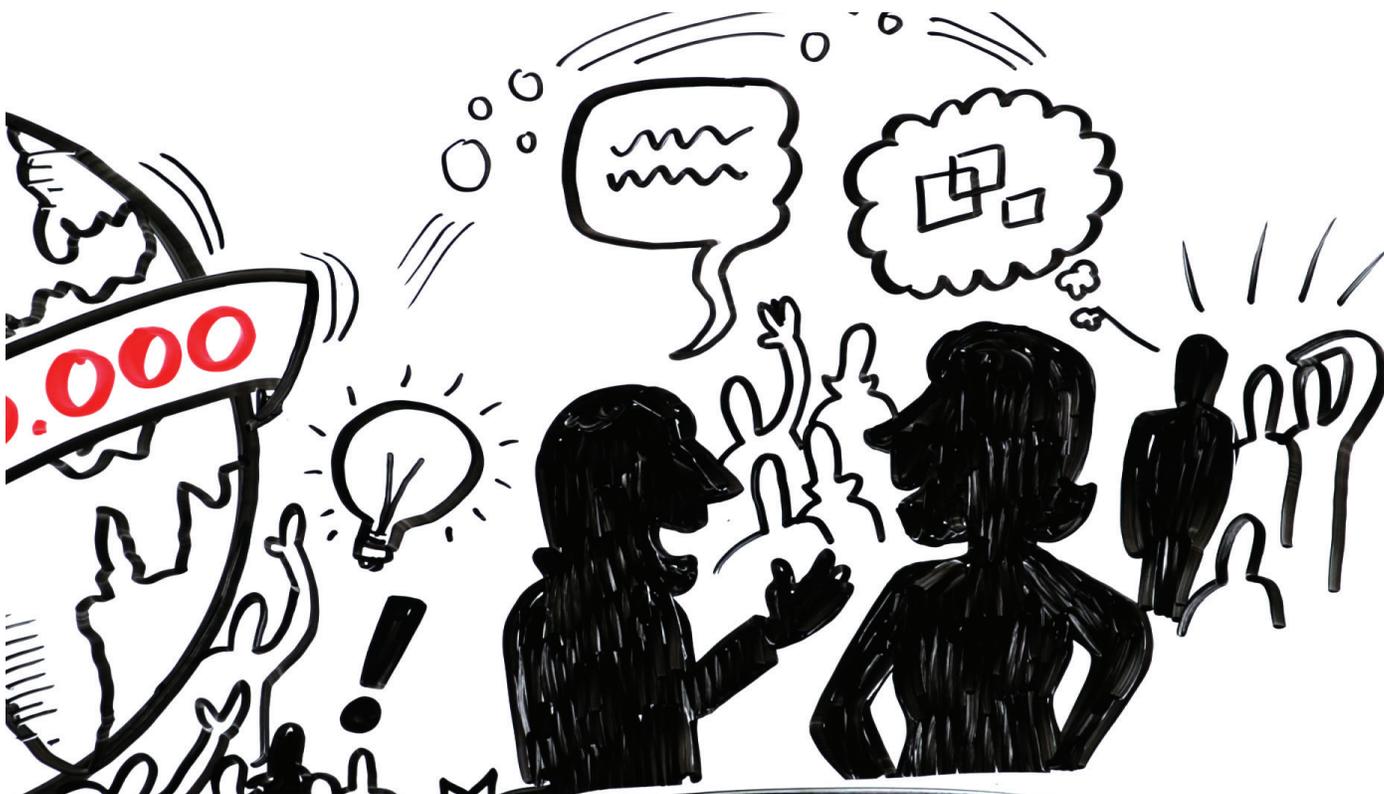
Why not support a campaign

Do you want to support something that other young people across the province are already doing? Here are a few examples of existing campaigns.



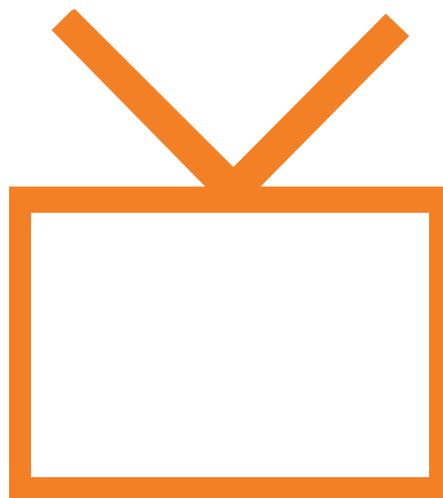
Freeze the Industry

What is it all about?	Putting a “freeze” on products of the tobacco industry, starting with the addition of flavours to tobacco.
Why do it?	The majority of young people that use tobacco products choose those that are flavoured. It’s clear that these products are attractive to and targeted at a younger audience. Cancer shouldn’t come in candy flavours.
How do we do it?	<ul style="list-style-type: none">• Visit www.freezetheindustry.com to learn more about the issue.• Visit https://www.facebook.com/FreezeTheIndustryGelelIndustrie to connect with others interested in the issue, see what other people have done, and learn more!• Combine this topic with one of the other activities in this guide, or make up your own!• Bring along a petition to gather signatures for support.
What else do we need?	<ul style="list-style-type: none">• Fabric of desired length, water based markers or paint and brushes• Masking tape, overhead projector (optional)
How much \$?	\$0-\$750
How could we get creative?	<ul style="list-style-type: none">• Time your activity with an existing effort that can be related to the issue – such as a winter festival, ice sculpting contest, snow angel contest, or other “frosty” event.



Smoke-Free Movies

What is it all about?	Bring awareness to the heavy influence that the depiction of smoking in movies has on tobacco use by youth.
Why do it?	The more often that young people see smoking in movies, the more likely they are to start using tobacco themselves... and consider that smoking is over-represented in movies, compared to real life (about 300 times more!).
How do we do it?	<ul style="list-style-type: none">• Visit www.smokefreemovies.ca to learn more about the issue, participate in online polls, watch the 30-second video about smoke-free movies, and even sign up to write movie reviews!• Check out https://www.facebook.com/hookedbyhollywood to connect with others interested in the issue, see what they have done, and learn more (like seeing what new movie releases have tobacco)!• Combine this topic with one of the other activities in this guide, or make up your own!
How much \$?	\$0-\$750
How could we get creative?	<ul style="list-style-type: none">• Time your activity with an existing event related to the issue, like the Academy Awards or a school film event.



Know What's In Your Mouth?

What is it all about?	Let people know what chewing tobacco is really all about – ensure that they “know what’s in their mouth!” This lets people know that chewing tobacco isn’t harmless: it causes negative health effects, can lead to addiction, doesn’t enhance sports performance, and is often candy-flavoured to appeal to youth.
Why do it?	To help reduce the use of chewing tobacco among high-school students.
How do we do it?	<ul style="list-style-type: none">• Visit http://knowwhatsinyourmouth.ca/en to learn more about the issue, watch short videos, download posters and even download a toolkit.• The online toolkit includes a list of other cool activities that can be done in schools to support this topic! Check it out! (http://knowwhatsinyourmouth.ca/files/Know_What's_In_Your_Mouth_toolkit.pdf)• Combine this topic with one of the other activities in this guide or make up your own!
How could we get creative?	<ul style="list-style-type: none">• Combine this topic with something already going on in the school – like a sporting event.



Make Your Own

Have a great idea? Jot it down here so others can follow your lead.

What is it all about?	
Why do it?	
How do we do it?	
What else do we need?	
How much \$?	
How could we get creative?	

Communications

Now that you've picked your activities, it's time to start thinking about who you're going to talk to about it. Check out these communication strategies to help you get the word out and spread your message.

Need more help? The Community Tool Box from the University of Kansas has some helpful tips and trips for developing a communications plan. Just a few easy steps and you're on your way!

<http://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/communication-plan/main>



Things to keep in mind

Protecting Personal Information

It is very, very important to always protect peoples' private information. If you collect names, email addresses, phone numbers or any other personal information, make sure you keep it somewhere safe. Talk to a teacher or another adult ally about how to protect personal information.

Consent

A media consent form is used when there are going to be photographs, videos, or recordings of people at an event or anytime media is present. By signing the consent form, people give you permission to take pictures or recordings of them and publish them.

If you're going to record or take a picture of someone, you need to get their permission first. Some people don't want their picture showing up on television or in the newspaper, so it's really important to ask them first and get their consent. This includes posting people's pictures to social media including Twitter, Instagram, and Facebook.

See the templates section for a sample consent form.

Contact the media

How far do you want to spread your message?
Engaging the media is a great way to make sure
that the whole community knows about the great
work your team is doing.



Write a Media Release

What is it?	A media release (also known as a press release) is a document that you give to the media (for example: television station, newspaper, radio station, journalist, etc.) to tell them about a newsworthy item like an event that you're holding and that you would like them to cover.
Why do it?	It lets the media know that you would like to share this item with the public. The media release invites media to attend your event, and also provides the basic information a reporter needs to write a story about your event.
How do we do it?	<ol style="list-style-type: none">1. In the top left hand corner write: MEDIA RELEASE. FOR IMMEDIATE RELEASE.2. Provide your school contact Information. Include full address and phone number. Create a clear and catchy title for the reader.3. Date of the event.4. Write a catchy introduction that grabs the reader's attention and tells them what the event is about.5. The body of the media release should highlight all of the important points including who, what, when, where, how and why. You can also add important statistics to prove your point.6. Write a conclusion that tells the reader why this event is newsworthy.7. The letter can be signed by an individual or a group. Be sure to include contact information so the reporter can contact you if they need more information.8. "####" at the end of your press release lets readers know that the document is finished.9. Don't forget to number your pages and proof read your work. Also remember that if photos are being taken, consent forms are needed.10. Research a journalist or media outlet in your area and send them the media release. If you don't hear from them after a few days, follow up to see if they received your media release and if they are interested. <p><i>See templates for a sample Media Release.</i></p>

Advocates for Youth. (2008). "Writing a Press Release". Advocates for Youth. Retrieved from: <http://www.advocatesforyouth.org/topics-issues/organizational-development/251?task=view>

Remenyi, R.L. "How to Write a Media Advisory and Press Release". eHow. Retrieved from: http://www.ehow.com/how_4780190_write-media-advisory-press-release.html

Contact a Journalist

What is it?	A journalist is the person you contact to write a report on your event or newsworthy item. Journalists work for newspapers, TV, radio stations, magazines, and websites.
Why do it?	Before sending a media release with the details of your event, research what kind of journalist you would want to contact. Contacting a journalist will give you the opportunity to describe your event and tell them why it's important. It will also give you the chance to see if the journalist and the media outlet are appropriate for the event or issue you want them to cover. A journalist or reporter can also help to promote your event before it even happens.
How do we do it?	<p>Contact the journalist or reporter of your choice by phone or email. If you research your local newspaper or TV station online, you should be able to find contact information for a journalist.</p> <ul style="list-style-type: none">• Tell them who you are and why you are calling.• Explain your message or idea.• Explain why people will care about the cause or event and what you're trying to accomplish.• Ask the journalist if they are interested in covering your event or writing a story around your cause. <p>If they are interested, send them your media release.</p>

Youth Central. (2014). "Work with the Media". Youth Central. Retrieved from <http://www.youthcentral.vic.gov.au/Do-it-Yourself+Democracy/Telling+the+story/Work+with+the+media/>

Write a Letter to the Editor

What is it?	A letter to the editor is a written response to an article or issue mentioned in a newspaper, magazine (online or in print). It usually introduces a new perspective or opinion from what was written in the original article. This kind of letter shows the editor that you have a strong opinion about a story that they published.
Why do it?	A letter to the editor can inspire debate or change within a community. Showing an editor that you have a strong and valid opinion about a subject lets them know that you want other people to know what you think. You may influence other people who read your comments to take change their minds or agree/disagree with your issue. You can generate a lot of discussion in your community around an issue you care about.
How do we do it?	<p>You need to make your letter to the editor convincing and interesting so that the editor will publish it.</p> <p>Follow these steps to write a great letter to the editor:</p> <ul style="list-style-type: none">• Clearly state what article you are responding to (Ex. In Dave Johnsons article "The Active Man" written on Sunday April 7th 2013, he made the claim...)• Keep your letter to the editor short. These pieces are usually around 300 words.• Make sure you have only strong arguments that support the point you are trying to make. Lay out the points you want to discuss and explain them fully.• Be polite in your language, address your letter 'to the editor', and sign your name at the end.• Make sure any information or statistics you include are valid and/or referenced.• Check your spelling and grammar (it's always a good idea to have someone else read your letter to make sure that your arguments are clear)• Send your letter to the editor.

Youth Central. (2014). "Write a Letter to the Editor". Youth Central. Retrieved from: <http://www.youthcentral.vic.gov.au/Do-it-Yourself+Democracy/Telling+the+story/Write+a+letter+to+the+editor/>

Community Tool Box. (2013). "Section 2: Writing Letters to the Editor". Work Group for Community Health and Development. Retrieved from: <http://ctb.ku.edu/en/table-of-contents/advocacy/direct-action/letters-to-editor/main>

Event promotion

Who knows about your event? To make it a success
make sure that you tell the right people.



Promote an Event or Activity

What is it?	Promoting an event is when you advertise that something is going on so people can come and see or join in. It brings attention and awareness that something is happening in your school or community. It also highlights the main details of the event.
Why do it?	The goal of promoting an event is to have more people participate (for example, attending or volunteering). When more people attend, more people hear your important message. It also encourages the media to come and check it out.
How do we do it?	<p>You need to make your letter to the editor convincing and interesting so that the editor will publish it.</p> <p>There are many ways to promote an event. Here are a few ideas:</p> <ul style="list-style-type: none">• Create posters and flyers. Make sure to include the event name, names of key speakers, the name of the group that's hosting the event, the date and time, and the location. You can hang your posters and flyers around the school (make sure you get permission from the school first).• Create a banner. Banners are usually pretty big so you'll only need a couple to put up in strategic areas. Ask your school for permission to hang banners in common areas around your school. Places like the cafeteria, library, or auditorium are usually a good idea. Include the same information as a poster, just make it bigger!• Promote your event in person. Get people together and tell people about your event during the lunch hour or breaks. You can also hand out flyers while you're speaking and ask if you can make an announcement to the whole school, or ask permission to do a short presentation in front of your class. Be creative and spread the word.• Send personal invitations. If there's someone you really want to come to your event or a local group you want to invite send them a letter or email inviting them to your event.

Youth Central. (2014). "Promote an Event". Youth Central. Retrieved from: <http://www.youthcentral.vic.gov.au/Do-it-Yourself+Democracy/Telling+the+story/Promote+an+event/>

World Wide Web

Always on your computer or phone? Make that time productive by using it to promote your campaign!



Social Media

What is it?	It's time to get social! Facebook, Twitter, Instagram, and other social media sites like these are a great way to connect with tons of people and give you the chance to spread positive messages quickly and cheaply.
Why do it?	Sites like Facebook can be great for spreading the word about campaigns, events, and causes. Get online and connect with like-minded people. Who know who they can connect you with and what great ideas they might add to your campaign! Get support and new ideas and well as spread the word about the work your team is doing.
How do we do it?	<p>Social media is a great tool, but it can have negative impacts if you use them incorrectly. Luckily for you, here are some tips and tricks for staying safe and making an impact.</p> <p>Tip #1: Age Matters You need to be at least 13 years or older to join any social media site. If you really want to use social media to help spread the message of your event or cause, you can create a group for your School Action Team. Get help from a teacher or another adult to set up the social media page!</p> <p>Tip #2: Make it specific The easiest and safest way to reach out to many people whom you may not know is to use a group account instead of a personal account. This means you don't have to use names, faces, and other personal information. Create a separate page or account specifically for your group or cause where your own name and personal information are not shown.</p> <p>For example: on Facebook you can create a page for a "Feel Good, Do Good Run" with a description of your School Action Team and the event. You can invite as many people as you want and anyone can see the group. It is not attached to the members of your group and it gets your event out to a lot of people. You can then get others to share the page, like the page, and get a rough idea of how many people might be coming. On twitter, your Twitter handle could be "Feel Good, Do Good Run" and you can tweet, gain followers, and spread messages about when, where, and why the run is taking place. Again, this account is not attached to a specific person.</p> <p>Tip #3: Think before you post Remember, anything you put online stays online. Only post positive messages and stay away from negative comments. Lots of people can see posts on the internet, so be cautious. If you're not sure, don't post it. And ask for help if you're not sure what to do in a situation.</p> <p>Want an example? See how we promote different things at Ophea! Visit us at: https://twitter.com/opheacanada</p>

Connect Safely. (2008). "Social Web Tips for Teens". Connect Safely. Retrieved from: <http://www.connectsafely.org/social-web-tips-for-teens/>

Community Run. (2014). "Training 6: Social Media Tips and Tricks". WordPress. Retrieved from: <http://campaigntips.wordpress.com/social-media-training/>

10. Stewart, R.F. (2012). "Social Media: What Parents Must Know". WebMD. Retrieved from: <http://www.webmd.com/parenting/features/social-media-and-tweens-teens>

Speaker's Corner

<p>What is it?</p>	<p>Speaker's corner is an area you set up for public speaking. Speaker's corner can also be a video posted online of an individual or group sharing thoughts and ideas about an issue.</p>
<p>Why do it?</p>	<p>You can use public speaking as a way to allow people to weigh in on an issue and give their opinion. It is also a way to invite people to listen to listen to your message and spread the word. You can use speaker's corner in combination with a pledge, petition, or other resource to advocate for change.</p>
<p>How do I do it?</p>	<p>You need to make a couple decisions when planning your speaker's corner. How big do you want it to be? Who is your audience? What topic(s) will you focus on? Who will be speaking? Once you have figured out the details make sure you get permission from your school to set up the speakers corner.</p> <p>Then you can make a script and rehearse. Make sure you promote your speakers corner so you will get a good audience. You can use the tips provided in this resource to help with the promotion.</p> <p>Be careful when talking about sensitive issues. Remember that the goal is to raise awareness and change something for the better. You don't want to shame or embarrass anyone. For example, if you're taking on tobacco, you could talk about how the industry targets youth instead of calling people out for being smokers.</p>
<p>What do I need?</p>	<p>A topic, some background research, people to talk about different aspects of the issue, an audience, and approval to use the space. You may also need a video camera if you are going to record your speakers corner.</p>
<p>How much \$?</p>	<p>\$0 - \$500</p>
<p>How could I get creative?</p>	<ul style="list-style-type: none"> • Ask for video responses to your speakers corner video • Write some prompting questions and have audience members respond to them at the speakers corner • Invite community leaders or media to attend your event

Speaker's Corner idea adapted from Speakers Corner Trust (2014) at: <http://www.speakerscornertrust.org>
 Speakers Corner Trust. (2014). "Advice for Individuals". Speakers Corner Trust. Retrieved from:
<http://www.speakerscornertrust.org/guidance/guidance-notes/getting-started/advice-for-individuals/>

Podcast

What is it?	A podcast is an audio file that you record and post to a website. It can be on any subject you choose and it is a way to get your message out to a wide audience, have them hear the passion in your voice, and give you freedom of expression.
Why do it?	A podcast is a low-cost way to get a message or idea out to a wide audience. You can talk about activities your school action team has completed and let people know what you're planning for the future. You can also get listeners to respond to your podcast by posting their own. Your view on action items and change may create a chain reaction within others!
How do I do it?	<p>If you want to record and publish a podcast, you can find instructions from www.apple.com.</p> <p>For a less complicated way to broadcast your podcast upload your audio file to a blog website, your school website, or other website that's easy to access. Ask an adult for assistance if you need help, and don't forget to ask for approval.</p> <p>Remember that what you post online stays online. So be careful what you say. Rehearse in front of a friend, teacher or parent before you record!</p>
What do I need?	<p>You may need:</p> <ul style="list-style-type: none">• A script• Permission from key people at your school (like the Principal)• Guest speakers• Recording device• Way to upload podcast
How much \$?	\$0 - \$200
How could I get creative?	<ul style="list-style-type: none">• Make your podcast a series• Have special guest appearances from peers, passionate teachers, or influential community members such as the mayor of your city or a business owner

Van Orden, J. (2013). "What is a Podcast" *How to Podcast Tutorial*. Retrieved from: <http://www.howtopodcasttutorial.com/what-is-a-podcast.htm>

Write it up

Take control of your story and success by writing about it yourself.



School or Community Newsletter

<p>What is it?</p>	<p>A blog is an online journal where you record your thoughts and opinions on issues that interest you. It is usually written but can also have pictures, video, and audio. People usually blog about a theme or topic, and blogs usually build on each other every day or week.</p>
<p>Why do it?</p>	<p>You can use your newsletter to share what your team has been working on and to raise awareness for the cause you are supporting. For example, you could write a weekly newsletter on the benefits of living smoke-free, about the benefits of daily physical activity, or even healthy eating.</p>
<p>How do I do it?</p>	<ul style="list-style-type: none"> • First, you need to decide how often you are going to write your newsletter. Will it be weekly? Monthly? • Next, you need to choose a topic. Each edition of the newsletter could have its own topic or you can choose a continuing theme to write about. For example: Your newsletter could focus on tobacco prevention, or it could be about events in the community more generally and your school action team's activities are included. • Check to see if your school already has a newspaper. Maybe it's something you could join instead of creating your own. Or you could volunteer to write regular articles for the school newspaper about your school action team.
<p>What do I need?</p>	<ul style="list-style-type: none"> • You need a couple stories and someone to proof read your work before you distribute it. • Find people to help you write articles for the newsletter. These could be other students, teachers, parents or community members. You don't have to create all the content yourself! Finding people with new and different perspectives will make your newsletter that much more interesting. • You can also use a program such as Microsoft Word. Word has a newsletter template that you can use to make it easier. • Remember to ask permission to distribute your newsletter in your school. • You can also create a plan for distribution and come up with creative branding and marketing.
<p>How much \$?</p>	<p>\$0 - \$40 (Depending on printing costs and materials)</p>
<p>How could I get creative?</p>	<ul style="list-style-type: none"> • Write about the planning stages of the activities your team does, not just the results • Come up with a creative name for your newsletter • Add in pictures to make your stories pop • Create challenges within your school or community that people can respond to or sign up for • Make your newsletter eco-friendly by distributing it electronically through e-mail

Writing a school or community newsletter adapted from Youth Central. Visit this idea and others like it at: <http://www.youthcentral.vic.gov.au>

Blog

What is it?	<p>A blog is an online journal where you record your thoughts and opinions on issues that interest you. It is usually written but can also have pictures, video, and audio. People usually blog about a theme or topic, and blogs usually build on each other every day or week.</p>
Why do it?	<p>Blogs are really useful for getting people excited about events and causes. Posting regularly lets you build a following and keeps people interested because there's always something new to read. You can also start conversations with people who read your blog, exchange ideas and create networks for change.</p> <p>A blog can also be a great tool to track your school action team's journey during the school year. You can write about the successes and challenges you faced, the events you hosted and other activities that you did in your school.</p> <p>Different people from your school action team can contribute to the blog. This is easier than having one person responsible for all the writing.</p> <p>Again, remember that what you write online stays online. Be careful what you post and always have someone you trust proof-read it for you.</p>
How do I do it?	<p>There are a lot of online programs you can use for your blog. Try: www.blogger.com or www.wordpress.com.</p>
What do I need?	<ul style="list-style-type: none">• Your thoughts• A computer.
How much \$?	<p>\$0</p>
How could I get creative?	<ul style="list-style-type: none">• You can try and get one of your blogs published by contacting a journalist or media outlet such as a newspaper• You can share your blogs with others and encourage them to respond and start a discussion

Youth Central. (2014). "Publish a Blog or Website". Youth Central. Retrieved from: <http://www.youthcentral.vic.gov.au/Do-it-Yourself+Democracy/Using+technology/Publish+a+blog+or+website/>

Templates



Sample Petition

You can use a template, like this one, to create your petition:

TO THE [insert name of School Cafeteria/Teacher/Business]

The Petition of certain citizens of [insert school name/ group name] draws to the attention of the [School Cafeteria/Teacher/Business] for the issue of: (What issue are you raising?)

Example: TO MR. MORRIS, the librarian. The Petition of certain citizens of Great High school draws to the attention of Mr. Morris for the issue of extending the hours in the school library.

The Petitioners therefore request that: (Why does it need to change? What solution are you proposing?)
We are proposing that the library in our school stay open longer because we feel that the library is a great study space and we would like to use it for a longer time after school is over. It needs to change because some students do not have a place to concentrate after school. We also feel that others will use it more if the availability is extended, therefore creating a safe space where students can complete homework and study. We propose the solution of staying open two hours later. Support us!

NAME (Please print name)	SIGNATURE (Petitioner must sign his/her name)	ADDRESS (Please write full address)

Sample Media Release

MEDIA RELEASE FOR IMMEDIATE RELEASE

Date: 12 February, 2014

Contact Name: The students at Change School

Contact Phone Number: (555) 555- 5555

Contact Address: 1234 School Lane

Title: 53 Students are “Dropping Dead” to Send Big Tobacco a Message

Help us spread the word against Big Tobacco! Be part of a revolutionary change within our school! The students at Change School would like to invite you to write an article and to witness our drop dead day. 120 students from our school will be “dropping dead” to showcase our point that 1200 people a day in the U.S die from a tobacco related disease (thetruth.com). Help us spread the word and raise awareness of the effects of the tobacco industry.

Who: 120 Students from Change School

What: Drop Dead Day

When: February 29, 2014 at 12:00pm

Where: The event is being held at our school (1234 School Lane) in front of the auditorium.

How: We have permission from the school, did the research, planned the event, and announced the event to our school.

Why: We want to expose the truth about the tobacco industry. We feel that this event will mobilize the whole school and raise awareness about the effects of tobacco. We hope our message will reach many students and make them think differently about Big Tobacco.

We would really like for you to attend our event and write an article for our local newspaper. We hope that not only will our message reach the students within our school but also people in our community. We want to make our school and community healthier by making them smoke-free. This event is very newsworthy because it is a creative way to get our message out there.

Sincerely,

The students of Change School.

####

Page 1 of 1

Sample Consent Form

This page has a very basic template for a media waiver/consent form adopted from the Government of Canada's Website. Please remember to find out from a teacher whether or not your school already has a consent form that you can use.

Youth Waiver / Media Consent Template

I hereby authorize any images or video footage taken of my youth (under 18 years of age), in whole or in part, individually or in conjunction with other images and video footage, to be displayed on the [institution name] Website and other official channels, and to be used for media purposes including promotional presentations and marketing campaigns. I also authorize the display and use of any media material created by my youth within the [institution name].

I waive rights to privacy and compensation, which I may have in connection with such use of my youth's name and likeness, including rights to be written copy that may be created in connection with video production, editing and promotion therewith.

I am over 19 years-of-age and the parent or legal guardian of the youth, and I have read this waiver and am familiar with its content.

Parent / Guardian Name (Please Print):

Signature:

Youth's Name:

Date:

Adult Waiver / Media Consent Template

I hereby authorize any images or video footage taken of myself, in whole or in part, individually or in conjunction with other images and video footage, to be displayed on the Ontario Museum Association Website and other official channels, and to be used for media purposes including promotional presentations and marketing campaigns. I also authorize any media material created by myself within the (institution name). I waive rights to privacy and compensation, which I may have in connection with such use of my name and likeness, including rights to be written copy that may be created in connection with video production, editing and promotion therewith.

Name (Please Print):

Signature:

Date:

Source: Government of Canada. (2013). "Appendix F: Media Waiver / Consent Form Samples". Government of Canada. Retrieved from: http://www.pro.rcip-chin.gc.ca/carrefour-du-savoir-knowledge-exchange/amo_video-oma_video/consentement-waivers-eng.jsp

More Information?

Many of the activities in this guide recommend that you research information about different tobacco-related issues. Here are some good websites to get you started. Of course, you can always do a broader internet search if you're looking for something specific.

Campaign for Tobacco-Free Kids.
www.tobaccofreekids.org

exposé. A smoke-free youth initiative by Ottawa Public Health.
www.exposeottawa.ca

Flavour Gone: Cancer shouldn't come in a candy wrapper.
<http://flavourgone.ca>

Freeze the Industry: Youth Fighting to Freeze Big Tobacco's Killer Innovation.
<http://www.freezetheindustry.com>

Know What's in your Mouth
<http://knowwhatsinyourmouth.ca/en/>

No to Kids! Coalition of Ontario Public Health Units.
<http://www.nottokids.ca/>

Preventing Tobacco Use Among Youth and Young Adults Fact Sheet.
<http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/factsheet.html>
Project Toward No Tobacco Use (TNT). Public Health Agency of Canada 2013.
<http://cbpp-pcpe.phac-aspc.gc.ca/interventions/project-tobacco-tnt>

Quit4Life . Health Canada.
<http://www.hc-sc.gc.ca/hc-ps/tobac-tabac/youth-jeunes/life-vie/index-eng.php>

Smoke-Free Movies
www.smokefreemovies.ca

Teens Trashing Tobacco. Kingston, Frontenac and Lennox & Addington Public Health.
http://www.kflapublichealth.ca/Files/Resources/T3_Web_Pages.pdf

The Truth: Information on the tobacco industry manipulation and ways to counter the tobacco advertising.
www.thetruth.com

Tobacco-Free Living: Preventing Youth from Tobacco Use. Hamilton Health & Social Services.
<http://www.hamilton.ca/HealthandSocialServices/PublicHealth/Tobacco/Prevention.htm>

Tobacco Jeopardy Game. Windsor-Essex County Health Unit.
<http://www.wehealthunit.org/school-health/tobacco-use-prevention/tobacco-jeopardy-game>

Tobacco Use in Canada: Patterns and Trends 2013 Edition: An overview and orientation
<http://www.tobaccoreport.ca/2013/>

Youth Advocacy Training Institute (YATI)/Ontario Lung Association
<http://www.youthadvocacy.ca/>

